

Open Research Online

The Open University's repository of research publications and other research outputs

The Evolving Role of Library Data

Conference or Workshop Item

How to cite:

Killick, Selena (2021). The Evolving Role of Library Data. In: Talis Insight Webinars 2021: Keeping Up With The Evolving Role Of The Library, 27-30 Apr 2021, Online.

For guidance on citations see [FAQs](#).

© 2021 Selena Killick



<https://creativecommons.org/licenses/by-nc-nd/4.0/>

Version: Version of Record

Link(s) to article on publisher's website:
<https://talis.wistia.com/medias/urljysbk7y>

Copyright and Moral Rights for the articles on this site are retained by the individual authors and/or other copyright owners. For more information on Open Research Online's data [policy](#) on reuse of materials please consult the policies page.

oro.open.ac.uk

The Evolving Role of Library Data

Talis Insight Webinars 2021
#TalisInsight

Selena Killick

Associate Director
Library Services, The Open University

 @SelenaKillick

Librarians & Data



The Open University

- 50+
- 2 million
- 185,000
- 32,000+
- 180 & 600
- 80% & 100%
- 500,000
- 91%
- 30,000+
- 103



100 Years and Counting...

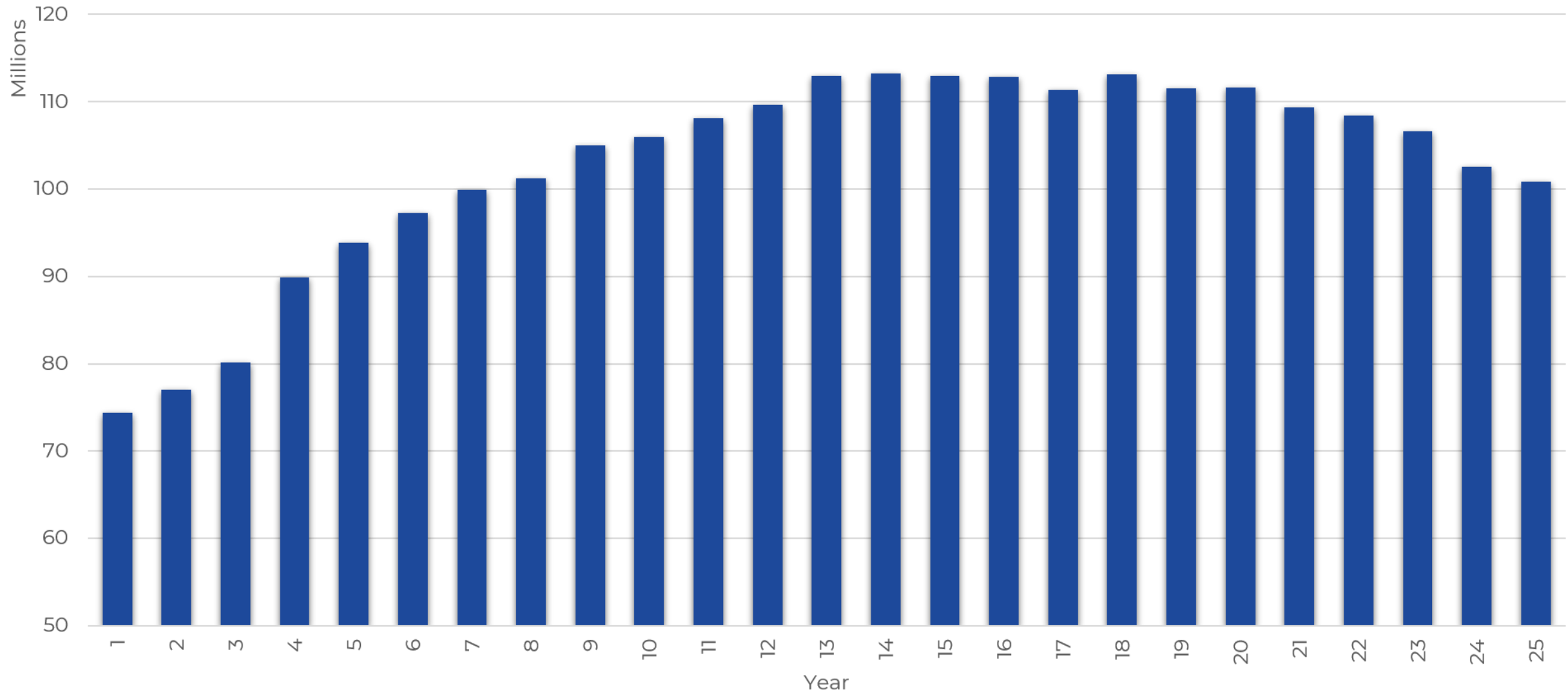
How big and how much?

UK:

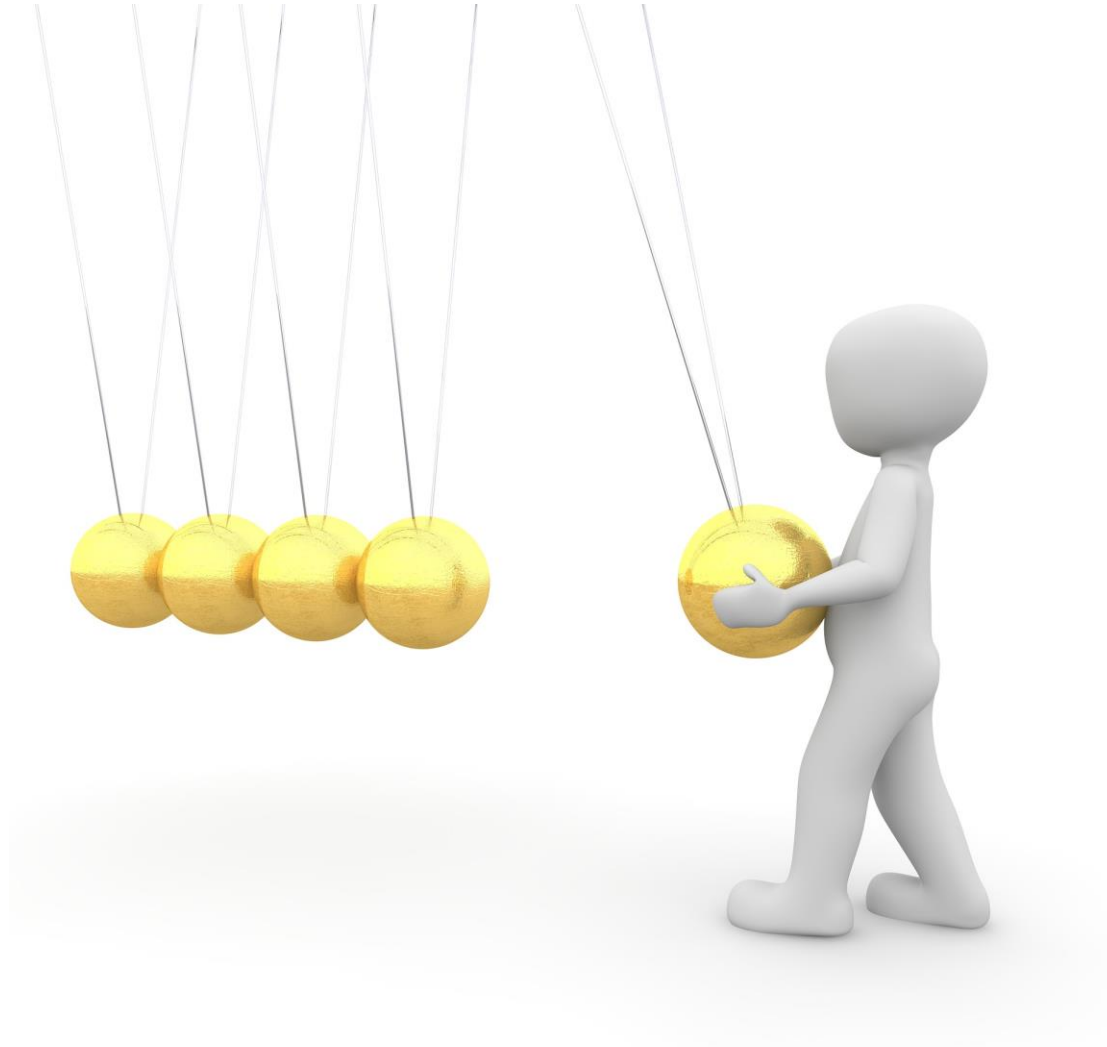
- 1920 – University Grants Committee
 - 1987 – Society of College, National and University Library (SCONUL) Statistics

All SCONUL Members

Total catalogued book stock



100 Years of Unintended Consequences



The Eras of Library Data

- 1990s: Performance Indicators
- 2000s: Benchmarking
- 2010s: Value & Impact
- 2020s: Data Intelligence

1990s: Performance Indicators

Input

Number of books

Number of staff

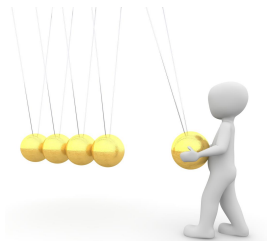
Library budget

Output

Stock Circulation
(loans ÷ collection)

Number of enquiries
per staff member

Cost per loan



2000s: Along comes 'e'

e-Journals

e-Books

e-Resources

e-Metrics

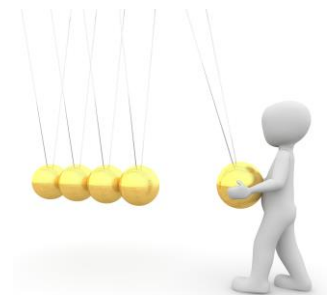
e-Surveys

e-Library

2000s: Benchmarking Journals

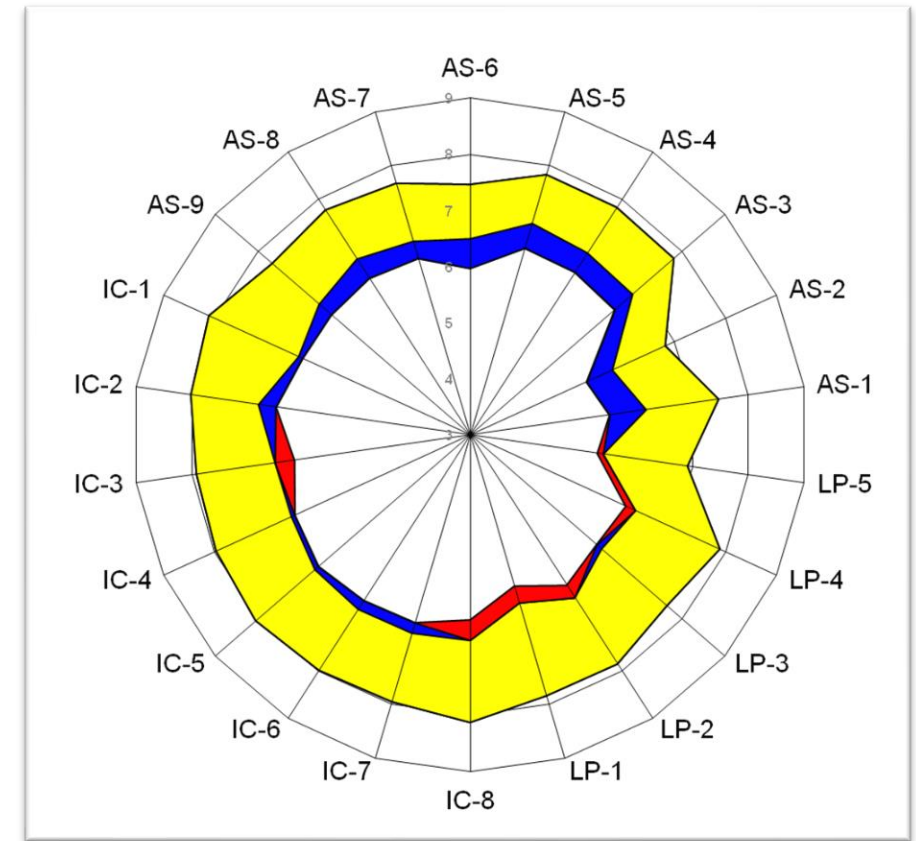
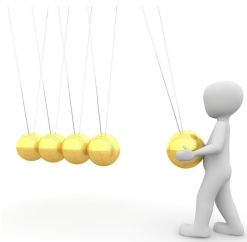
- COUNTER Compliance Journal Usage Statistics
- E-Measures
- Cost-Per-Download

	A	B	C	D	E	F	G	H	I	J	K	L	M
			2007 Total Use	2008 Total Use	2009 Total Use	2008 Cost	2009 Cost	2010 Cost	2008 Cost per use	2009 Cost per use	Price Bracket (2009)	Usage Bracket (2009)	Cost per Use (2009)
1	Title	ISSN											
2	Journal A	1234-5678	0	8	5	£ 4	£ 2	£ 4	£ 2	£ 7	Very High	Very High	High
3	Journal B	1234-5679	9	1	3	£ 6	£ 9	£ 4	£ 9	£ 9	Very High	Very High	Medium
4	Journal C	1234-5680	9	0	2	£ 4	£ 2	£ 2	£ 3	£ 7	Very High	Very High	Low
5	Journal D	1234-5681	5	2	6	£ 6	£ 3	£ 2	£ 2	£ 8	Very High	Very High	Low
6	Journal E	1234-5682	6	3	4	£ 5	£ 7	£ 7	£ 3	£ 6	Very High	Very High	Low
7	Journal F	1234-5683	8	6	1	£ 9	£ 4	£ 9	£ 8	£ 6	Very High	High	High
8	Journal G	1234-5684	6	5	7	£ 3	£ 1	£ 3	£ 4	£ 7	Very High	High	High
9	Journal H	1234-5685	4	1	0	£ 4	£ 7	£ 7	£ 7	£ 7	Very High	High	High



2000s: Benchmarking Satisfaction

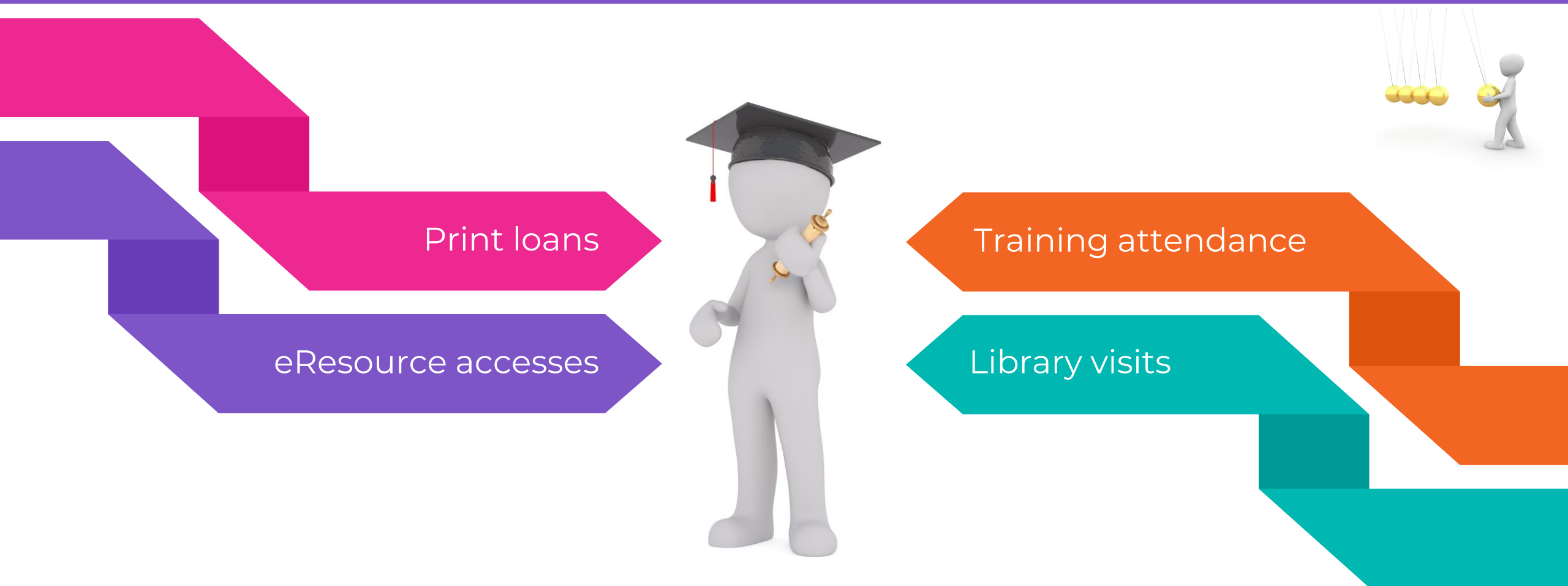
- LibQUAL+
- National Student Survey
- Improve or prove?



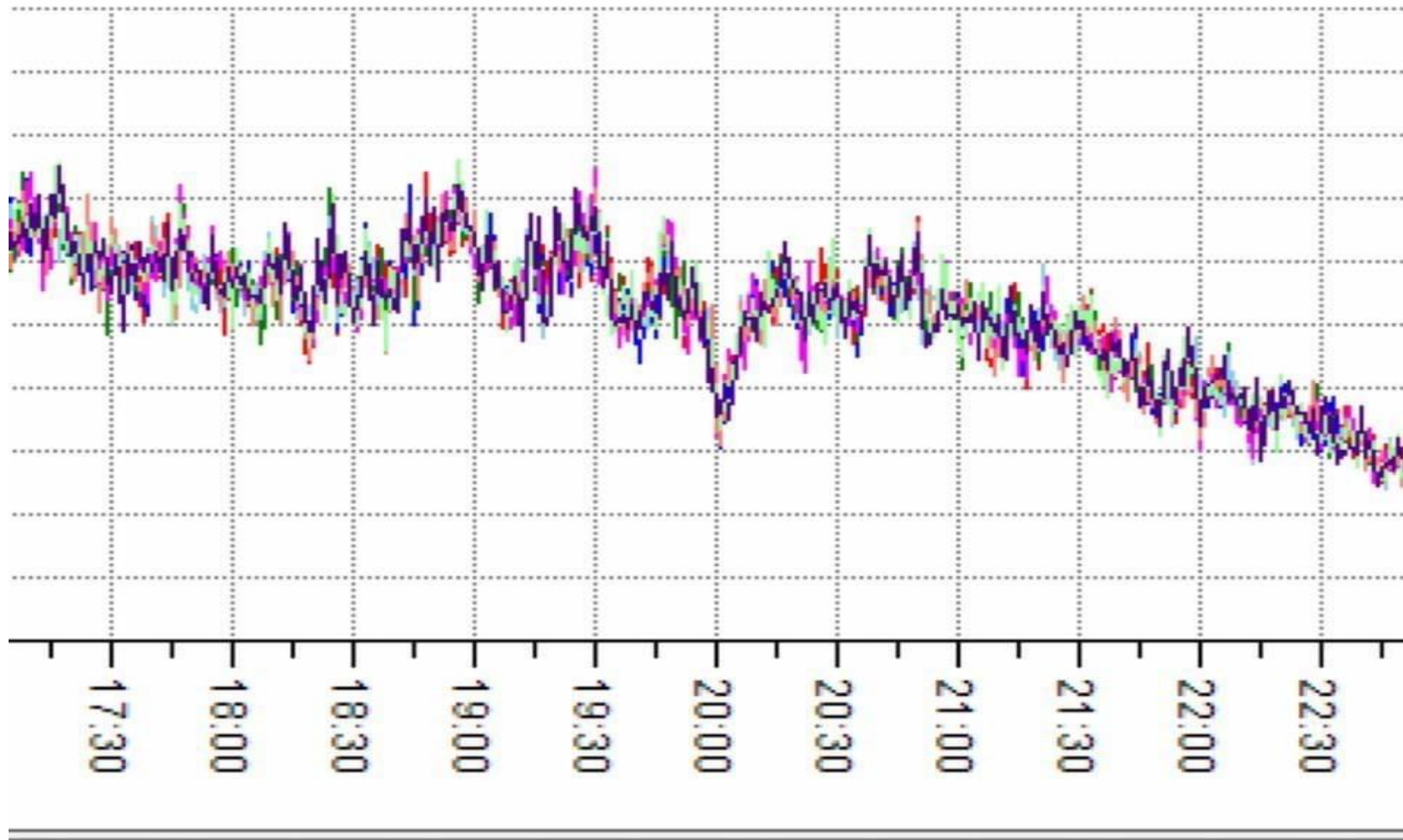
2010s: Breaking the Siloes

“Is there a correlation between Library activity data and student success?”

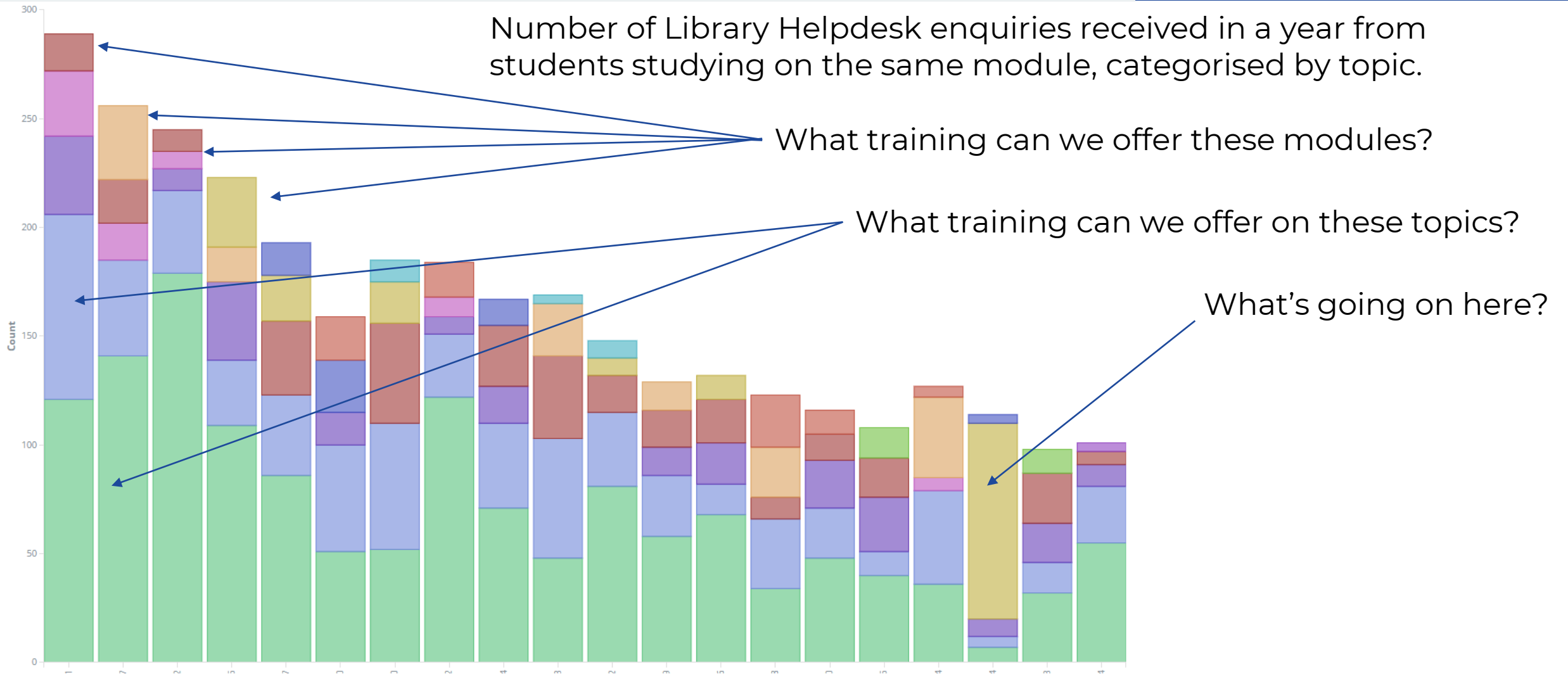
2010s: Value and Impact



2020s: Data Intelligence

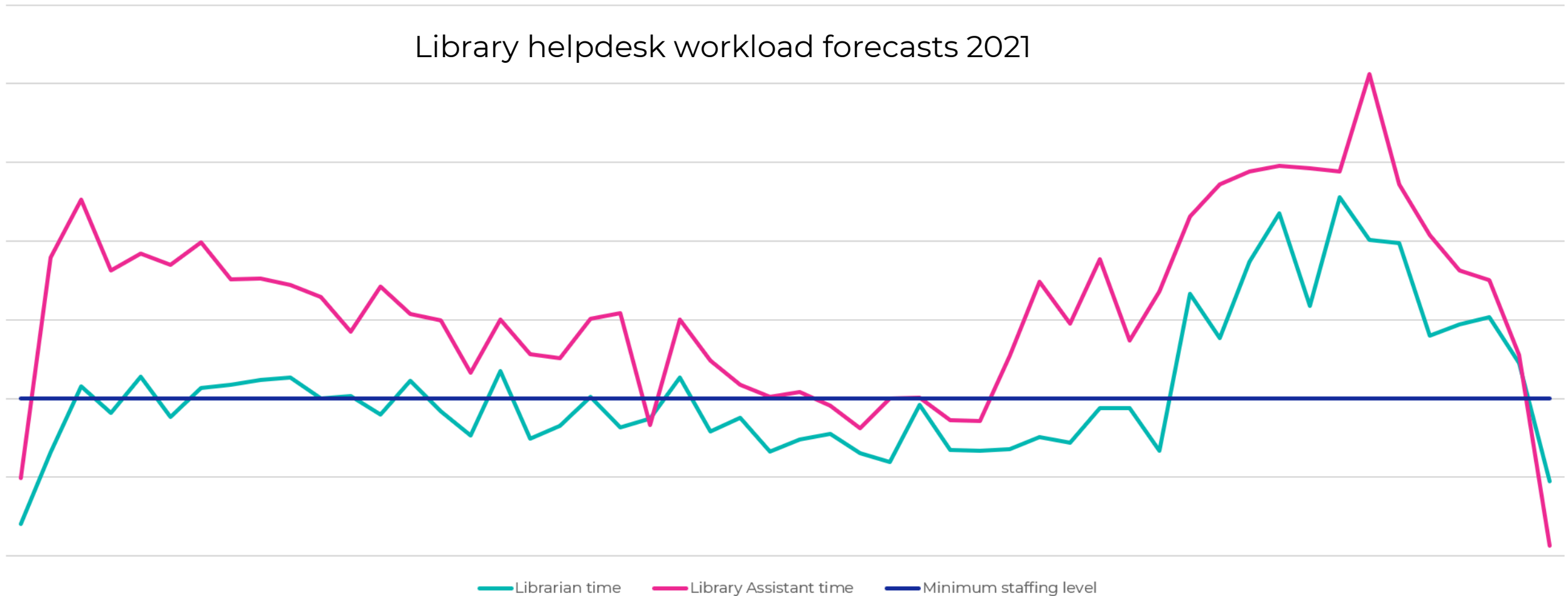


2020s: Data Intelligence



2020s: Data Intelligence

Library helpdesk workload forecasts 2021



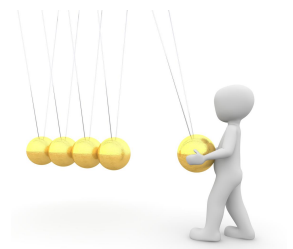
The Unknowns...

- Do our group live training sessions result in a reduction in 1:1 helpdesk enquiries?
- Are our embedded skills materials having a positive impact on student success?
- Do modules with larger amounts of library content and skills embedded in them have greater student satisfaction?
- Does library content and skills reduce attainment gaps?

...and the Unknowable's.

Deming's seven deadly diseases of western industry:

“Management by use only of visible figures, with little or no consideration of figures that are unknown or unknowable”



Professional Expertise

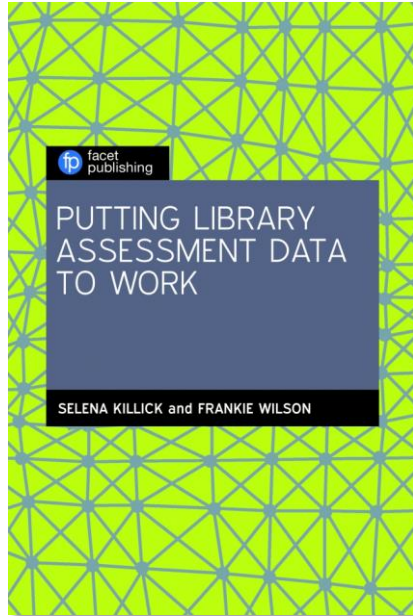


The Open University Library team, October 2019

Further Information

Putting Library Assessment Data to Work

- Introducing the concepts of library assessment
- Case studies of library assessment in practice



Killick, S. and Wilson, F. (2019). *Putting Library Assessment Data to Work*. London: Facet Publishing.

International Conference on Performance Measurement in Libraries

- Conference for people interested in all aspects of library performance measurement
- Call for papers open now!



Acknowledgements & References

- Frankie Wilson, Head of Assessment at the Bodleian Libraries, University of Oxford
- Richard Nurse, Associate Director, Open University
- David Turpie, Helpdesk Manager, Open University
- ...and the whole team at the Open University Library.

Bucknell, T. *et al.* (2011) 'Usage statistics for decision making', *Serials*, 24(1).

Conyers, A. (2010) 'Usage Statistics and Online Behaviour (2)', in Stone, G., Anderson, R., and Feinstein, J. (eds) *The E-Resources Management Handbook – UKSG*. Burford: UKSG.

Gingras, Y. (2016) 'The Origins of Bibliometrics', in *Bibliometrics and Research Evaluation: Uses and Abuses*. MIT Press, pp. 1–10.

Killick, S., Nurse, R. and Clough, H. (2018) 'The Continuing Adventures of Library Learning Analytics: Exploring the Relationship between Library Skills Training and Student Success.', in Baughman, S. *et al.* (eds) *Proceedings of the 2018 Library Assessment Conference*. Houston, TX: Association of Research Libraries, pp. 188–199.

Lock, S. and Town, J. S. (2005) 'LibQUAL+ in the UK and Ireland: three years' findings and experience', *Sconul Focus*, (35).

Nurse, R., Baker, K. and Gambles, A. (2018) 'Library resources, student success and the distance-learning university', *Information and Learning Science*, 119(1–2), pp. 77–86.

Stone, G. and Ramsden, B. (2013) 'Library Impact Data Project: looking for the link between library usage and student attainment', *College and Research Libraries*. ACRL, 74(6), pp. 546–559.

Town, J. S. (2000) 'Performance or measurement?', *Performance Measurement and Metrics*, 1(1), pp. 43–54.

Thank you

Selena Killick

Associate Director
Library Services, The Open University

Selena.Killick@open.ac.uk
SelenaKillick.com



@SelenaKillick